

Substantially-Built HOMES Defy Time

Tree-Lined Streets Bordered by Attractive Dwellings; Residents Take Pride in Own Garden Plots

COMMUNITY CONVENTION CONSCIOUS

Torrance stands ready to entertain organized groups from 10 to 1,000 with the experience of a full-fledged "convention city." The city offers these convention facilities:

A \$62,500 Civic Auditorium, completely equipped to serve 1,000 diners or dancers; three school auditoriums for smaller gatherings; a municipal park with a stage and picnic facilities to serve 500; interesting tours of industries; beach attractions and close proximity to Los Angeles points of interest.

Tennis Club Linked With S. C. League

With 40 members, the Torrance Tennis club is now engaged in a strenuous season of court appearances against some 12 other cities' clubs affiliated with the Inter-Cities Tennis league. Games are being played every other Sunday.

The local club did not fare so well last season but with a stronger and more experienced group of tournament players now participating in the games it expects to place high when the schedule ends in December.

Officers of the club are William Shawger, president; Parke Montague, treasurer; Bob Ashley, manager, and Les Prince, ex officio secretary.

MILES OF SIDEWALKS

Pedestrians may walk over 32.07 miles of sidewalks in the city of Torrance, according to records at the city engineer's office.

"WITH surprisingly few exceptions, your Torrance homes appear to have been built within the past few years—and yet you claim that your city was founded 26 years ago? It's hard to believe—but there are so many things about Torrance that are incredible: Your high assessed valuation, your amazing building record this year, your low tax rate, your beautiful Civic Center . . .

"All of these factors point to a progressive community which may well be considered one of Southern California's major attractions."

The speaker was a visiting industrialist from the East. He had come here to make a personal inspection of a local manufacturing plant and his reactions may be considered typical of all who really tour Torrance and understand its qualities.

Tree-Bordered Streets

Industrial housing, now coming into nationwide prominence as result of the National Resettlement Administration, had its Southern California origin in Torrance. Because of the careful planning of the founders and early residents, Torrance is distinctly above the usual industrial city of cheap, shabby homes.

Dwellings here are inexpensive in many cases. But they are not "jerry-built" or lacking in beauty, gardens and conveniences. Homes of 1912 and 1938 are side by side and yet the passage of years on the early residences have left no trace other than in the landscaping and surrounding foliage on the older residences.

Most of the homes here show the Spanish-California influence altho the "moderne" and Monterey-type architecture is being more widely adopted by recent builders. Located on tree-bordered streets, each one of a different charm, they are prime reasons why Torrance has steadily gained residents thru the years.

Home construction has been greatly advanced here because of excellent financial facilities and building material firms.

All have cooperated with the Federal Housing Administration to provide builders here with all assistance possible.

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CITY'S TENTH COUNCIL . . . These are the men responsible for Torrance's municipal administration. Their years of public service average three with Councilman James Hitchcock being the veteran with more than six years' duty on the municipal board. Councilman

John V. Murray is the junior member, having been elected last April. Pictured, left to right, are Councilmen George V. Powell, Tom McGuire, Mayor William H. Tolson, Councilmen Hitchcock and Murray. They meet about once a week at the new city hall to attend to municipal business affairs.



DIRECT CHAMBER ACTIVITIES . . . Fulfilling public service second only to city council members are these men, the 1938 directors and officers of the Torrance Chamber of Commerce. They are, left to right, Director Fred Isaacs, Sam Levy, second vice-president; Directors DeKalb Spurlin and E. M. Barber (president in 1937); Earl Bruner, first vice-president; Director T. A. Mitchell, President Alden W. Smith, Secretary-Manager L. J. Gilmeister, and Treasurer Sherwood McIntyre. Director J. W. McQuaid is not in the group photograph taken for this edition.

Congratulations to Torrance and KNX!

Ground conditions, air conditions and a lot of other scientific details were considered by KNX Radio Engineers, before the selection of Torrance for the site of their great new Radio Transmitter. Torrance provided what was wanted, so through Torrance, KNX broadcasts to the World. "Western Auto" presents a very similar picture. Car owners are "Purchasing Engineers." They likewise seek many favorable factors such as Quality, Savings and Service. Thousands of Torrance motorists have selected "Western Auto" to supply their motoring needs, because "Western Auto" provides what they seek.

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 Manager

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CLUB LEADER . . . Mrs. Bettina Miller is president of the National Business and Professional Women of Torrance.

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